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The Chanticleer, 1978-04-13

Coastal Carolina University

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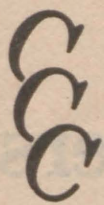


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The Chanticleer

Vol. 15 No. 12

Coastal Carolina College

April 13, 1978



MEACHAM

Election Ends In Run-Off

Meacham, Vipperman, Smith and Barrett Win

SGA election of Campus Union Coordinator for 1978-79 resulted in a run-off election between Simon Spain and Randy Zilonka.

Run-off was held yesterday and continues today from 9 a.m. until 4 p.m.

New officers for SGA are:

President, Timothy E. Meacham; vice president, Robert J. Vipperman, secretary, Linda D. Smith and treasurer Susan D.

Barrett.

Meacham received 282 votes, Vipperman, 285, Smith, 286, Barrett 285.

According to Dr. Robert W. Squatriglia, dean of student affairs has announced the installation ceremony of SGA officers will be at 12 noon today beneath the Atheneum on the student union patio.



VIPPERMAN



Skeleton appearance now exists at the College Center. (Staff Photo by John Edwards)

Leaders Learn At Conference

By CAROLYN FLOYD
Staff Reporter

At the Eighth National Invitational Conference on Regional and Branch Campus Administrators, Coastal Carolina administrators learned valuable information that will help with the process of improving and enlarging Coastal's academic programs according to Dr. E.M. Singleton, Coastal Carolina vice president.

Dr. Paul E. Stanton, dean of academic affairs and Dr. Donald L. Thompson, dean of administration and Singleton attended the conference in Biloxi, Mississippi March 28-30.

The session on Academic Program Development and Control was the session that we found the most informative in regards to our plans to enlarge academic programs, according to Singleton.

Other topics of interest were a seminar on ways to increase financial support to branch campuses through state appropriated funds and a seminar on local autonomy at branch campuses as "It was central control."

Keynote address was "Active and inspiring conference. The president of the University of Southern Mississippi, Dr. Aubrey K. Lucas, the origins and development of higher education in the United States," Singleton said.

Over 150 attended the conference. During the conference, the conferees met and discussed topics of common interest.

There was one special time to relax according to Singleton. They enjoyed a seafood jamboree on the beach. Music was provided by a Dixieland jazz band.

Cino Day Schedule

April 17 Monday - Tommie Nations entertaining patio during afternoon.

April 18 - Tuesday - Tommie Nations featured in coffee house in the lecture hall 8-11 p.m.

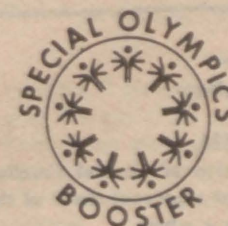
April 19 - Wednesday - Video tape program featuring Fleetwood Mack in video concert, 8-11 p.m.

April 20 - Thursday - Games 1-4 p.m. Mission Mt. Wood Band (time to be announced)

Special Olympics At Coastal

OLYMPIAN PRAYER

Let me win,
But if I cannot win,
Let me be brave
in the attempt



Over 700 mentally handicapped youngsters from three counties will participate in Horry County's fourth annual Special Olympics at Coastal Carolina College April 14.

Participants from Horry, Georgetown, and Marion counties will compete in five events, the 50 yard dash, the 220, the softball throw, the standing long jump and wheelchair races.

The sponsors are: the Horry county department of education, the Horry county association for retarded citizens and Coastal Carolina College.

Dr. Paul E. Stanton, dean of academic affairs will welcome everyone on Coastal's behalf.

Many Coastal organizations and individuals have volunteered their services. They are: Association of Coastal Education Students (ACES), Alpha Phi Omega fraternity, Coastal's

bowling club, computer science program (Nancy Stephens), Coastal Klowns, nursing department, media center, physical education majors (PEM club) and Mildred Allen, who has coordinated volunteers throughout the county.

But the person who puts it all together and handles the events is Walt Hambrick, Coastal Carolina athletic director. Hambrick has been involved in Special Olympics since the very first one. It was started by the Joseph P. Kennedy family in 1968.

It was announced by Olympic officials that anyone not having a class at 9 a.m. Friday is welcome to attend. The opening ceremony. The games will last until nearly 2 p.m.

Opening ceremonies will start at 9 a.m. at the stadium. The official Olympic flag will be raised and the Olympic torch will be lit according to Mary Jean Baxley, area coordinator.

Editorials

EDITORIAL . . .

Spring Cleaning At Coastal Carolina

Inner Evaluations Needed

When we returned from Easter break, we found many physical signs of spring cleaning. The heavy velvet drapes had been replaced by light flowered curtains. We couldn't help wondering if perhaps spring cleaning had also happened to the attitudes of faculty, staff, administration and students as well.

In any establishment of this size, there are always the few who never see or enjoy the roses because they are too busy seeing only the thorns.

We would like to start out fresh as the new editor by pointing out how we can all see the beauty that surrounds us. Education is not something that society owes us but a privilege (one that we should strive to appreciate).

During this season of spring cleaning, let us do some personal evaluations of our reasons for being at Coastal Carolina College.

If you are a student, ask yourself why you are here. Then ask yourself if you belong in college. Next, ask yourself what you want to contribute to Coastal and what you expect from Coastal.

If you are in administration or on the staff or faculty, evaluate whether you are happy here. Are your goals being reached? Are you simply handing out assignments, grading papers and going home at the end of the day, wishing you didn't have to return? Or are you giving the people that you deal with something of great value (knowledge and a hunger to never stop learning)?

Would you be happier someplace else? If the answer is YES then we sincerely hope that for your sake and for Coastal's sake, you will change over the summer. Educating seniors will leave them leave in spirit). But if you are one of the few who are unhappy and are not reaching your goals, we wish you success and happiness wherever you may go.

We sincerely hope that those who remain will work together for the good of Coastal Carolina College and to the bright future that she faces. Take an active part in every phase of college and believe in Coastal's future. LOOK FOR THE ROSES AND CLIMB ABOVE THE THORNS.

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WHAT HAPPENED TO THE ACTIVITY PERIOD? . . .

Editor's Note:
We will start asking a question in each issue and at the same time, we will print a response.

What happened to the activity period? This issue has been raised by students recently. In the fall term over one dozen classes are scheduled during what used to be known as the activity period. Some of the courses offered during this period are: Art 371, 372, labs, ChED 221, CPED 530, PSYC 225, SOCY 300, and education internship.

We asked Dr. Paul E. Stanton, dean of academic affairs and Marsh Meyers, directors of admissions to respond to the issue. Here are their answers.

MARSH MYERS

The student activity time is very important to all of us who know the value of getting involved in the life of an institution. It is a time during the week when we try not to schedule classes and events that will deter students from participating in other activities which are important to college life. As everyone knows, Coastal Carolina College is going through a period of growth and

renovation. We, also, are utilizing classes during the popular hours 100% of the time. Once you get this amount of utilization you must move to less popular times that will still be acceptable to enough students; hence, the choice between 3:30 or 12:30 classes. For a variety of reasons, students either cannot or will not take 3:30 classes and will take 12:30 classes if offered. There are a number of other reasons for offering 12:30 classes over 3:30 classes but they are less related directly to student choice.

However it may look to the casual peruser of a schedule of classes, we are not gradually encroaching on the activity team . . . We are gradually removing as many classes from the Tuesday and Thursday time slots as possible.

As more classrooms become available and as our population and schedule becomes more stable, you will find that fewer academic classes will be scheduled in conflict with student activities at 12:30. I hope that the Student Government Organization is successful in getting more participation in all of our

activities in the evening, or weekends, as well as during the day. This type of involvement improves the institution in many ways and makes college life much more enjoyable.

DR. PAUL E. STANTON

The activity period was not taken away purposely. There was a problem of time and space for some of the courses, particularly the labs.

The Hot Box

Letters To The Editor

TO THE EDITOR . . .

Education?
Many people, around Coastal have been caught up in the problems caused by the rapid growth of our campus which was totally unexpected. Some people have suffered in different ways because of the school not being able to keep up with the growth. I am one of the people that has been hurt, so I know what it feels like to be caught in the middle of the dilemma.

Instead of trying to understand what has been happening, several people have been overly critical of Coastal as a whole for allowing things to happen that was beyond its control. My division, or the division of which my program of study is under, has been especially singled out by critics. The division I am referring to is the Division of Teacher Education. I must admit that I was one of the critics myself for a long time. Now that I am taking "education" courses and can see what is really happening, I have changed my opinion of the division and Coastal as a whole. The Division of Teacher Education has made mistakes, but they have tried to change

their programs when the need for change was shown to them (the professors and others in the division). No one can be or should be expected to do something about a problem until it is brought out into the open. To bring problems out into the open, the Education Division (which was the first division to recognize the need for student input) has students, in each of its blocks, to elect representatives who will meet with their professors in order to straighten out problems that arise. The division has done other things, also, to keep abreast of what is "really" happening here at Coastal.

I believe, we should all stop criticizing Coastal and especially the Division of Teacher Education and start praising them for how hard they have tried to serve the students attending Coastal. Under the circumstances, they have done a fantastic job. The educating of people is a hard job in that it requires a lot of time and determination, and mostly important cooperation between all people involved.

Karen E.R. Willoughby

An Open Letter To: Dr. James B. Holderman

AN OPEN LETTER TO: DR. JAMES B. HOLDERMAN, USC President

We love Coastal Carolina College and we remember well the day you made your first official visit to Coastal Carolina. We were there when you said, "I want to assure you that the stepchild concept is a thing of the past. I am anxious to drop terms like branch, regional and main campus from our vocabulary."

You stressed unification. You said, "we will be spending a lot of time on achieving open communication. Days of bickering are gone forever as far as I'm concerned."

We are concerned when we continue to see bickering between you and Coach Jim Carlen. We do not feel that this is good for our image.

We are personally distressed when we need an important item of equipment or a service and it is disapproved (not here at Coastal by those who should be in position to know what we need) but by individuals in Columbia. For example, the newspaper and the media center are in desperate need of a compu-graph machine. This machine would cut cost, improve services and save valuable time and money. WE DO NOT HAVE OUR MACHINE.

We too would like to stop feeling like a step child. We ask your help in solving some of these conflicts (such as the compu-graph) and we wish you success in untangling the problems between your office and the athletic department.

Sincerely yours,

Mary Jean Baxley, Editor

(The views expressed are mine and not those of the advisor or staff.)

The Chanticleer
Coastal Carolina College
P.O. Box 275
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The Chanticleer is a student publication of Coastal Carolina College. The opinions expressed do not represent those of the faculty, administration, or students as a whole.

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Wendy Lami
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Doug Smith

"Letters Policy"

Letters to the Editor must be legible and brief, not exceeding 150 words. They should contribute worthwhile comment on timely topics and avoid libel and bad taste. All letters may be edited but will not be censored. Each letter must bear the writer's correct signature and address. The address will not appear in the paper. Mail or deliver letters to: Editor, "The Chanticleer," P.O. Box 275, Conway, S.C. 29526.

CORRECTION AND APOLOGY
When we make a mistake, whether it is a misquote or a typographical error, we will print a correction. Please bring errors to our attention as soon as possible.

Thank you
The Editor

Will The SGA Officers Performance Equal Their Campaign Promises?



SMITH



BARRETT

TIM MEACHAM . . .

LINDA SMITH.

All year long, we have heard Coastal students yelling "Dormitories, Dormitories!!" On Feb. 21, 1978, three private developers presented a plan for "near" campus residence halls (approximately one-third of a mile away) at Coastal. The result: less than 50 students signed up.

Why? The major reason can be attributed to lack of communication. It was in the campus newspaper, The Chanticleer. Professors were told by the office of student development that they needed to inform the students of this plan. I suspect that on the latter, there was a miserable failure. Maybe there is something we should remind those fellows of: student-teacher responsibilities. It works both ways.

Student-teacher responsibilities, as well as dormitories, should be Student Government Association concerns. After all, a student body is only as apathetic as its faculty. One compliments the other. The advocate of the students is the Student Government Association.

Communications. What happened to the student organization mailboxes of 1976-77? What happened to agendas? Why was there a miserable attendance rate at SGA meetings this year? The Student Government Association needs the knowledge of media deadlines and the communication network at Coastal to bring up the attendance rate. Four of five people at a SGA meeting is pointless—and that is a fact.

Your Student Government Association is only as good as you, the student. It is the advocate of the student body at Coastal.

Tim Meacham is not going to tell you what he is going to do. I only want to be able to ask YOU what YOU want him to do. I'm not going to tell you that I should be elected. I'm not going to tell you that I should be elected. You will make that decision on April 6 and 7. I want to serve YOU. That is all I want to do. As Student Government Association president, I have no desires. Your desires are mine. If you want a responsible leader and advocate, please don't forget Tim Meacham. And remember, as our local newspaper puts it, "Voting is only slightly less important than breathing." Thank you.

Secretary, I feel that I could contribute to the operation of the Student Government Association. In that, I have had considerable experience in the Financial Aid Office in both record keeping and writing. Being that, the duties of SGA Secretary include record keeping and other general secretarial duties. I feel that my previous training and experience would qualify me for the office of Student Government Association Secretary.

SUSAN BARRETT . . .

The duties of Student Government Association Treasurer are not to be taken lightly. I see the job of treasurer as a challenge and a way for me to contribute to Coastal.

A current issue at Coastal may affect the SGA Treasurer's job. Dr. Squatriglia has proposed some guidelines for a poster policy which affects all Coastal students. Heavy fining for violation of these guidelines may come into effect if the proposal is passed by SGA. I feel that the SGA Treasurer should take on the job of collecting these fines and maintain a public written record of these fines.

I am involved in Campus Union, Voyagers Club, Coastal Klowns, and have represented Coastal at the President's Panel in Columbia. SGA Treasurer can be a time consuming job. I believe with my dedication I can fulfill the job as it should be done. I would appreciate your vote.

DO YOU THINK COASTAL SHOULD GO INDEPENDENT?

TIM

Well, I tell you, I think as of present time, there are too many students here at Coastal who transfer to USC whether we like it or not. There's that attachment to USC. In short, right now it's not practical. We have to face facts. I think USC had better watch their step, the more restrictive they become, the more you will see us wanting to break away. We deserve equal rights on all campuses.

BOB

I would like to see us go independent but I'm a little leary. I think it's a difficult question. If Coastal can support itself okay but if they can't and found themselves with insufficient funds to carry out the programs. The growth and development of the college would be curtailed. The people in charge should check all perimeters and make sure Coastal as a school will not suffer.

SUSAN

I'm all for going independent but only after we get dorms.

LINDA

I think we should, because we need to show people in other areas that we are independent and that we can stand on our own two feet. We need to have backbone.

SIMON

I think we should eventually. Not now but sometime in the future but don't we have what it takes at present. Don't think we are getting what we should from the unit system.

WHAT DO YOU SUGGEST TO CORRECT THE APATHY PROBLEM? . . .

LINDA

I feel that last year students were more involved than this year. People didn't attend things. Should be more student contact. We have to have some reasons for them to get more involved.

SIMON

Students, faculty communication is the major cause of it. Faculty in some instance do not relay messages. And students sometimes do not try to find out things. Needs to be happy medium. I think it's a lack of communication.

BOB

APATHY

The apathy at this school is a result of the area. That we are in. The majority of the students here came from rural backgrounds.

The schools around here don't teach students to become that involved and as a result the students that come to Coastal are not that motivated to participate. Being a beach area and with the advent of living at home which most students do, most students are just interested in making good grades to appeasing Mom & Daddy so that they can enjoy their Saturday nights.

RANDY

Campus union coordinator has got to get out among students and be visible. He has to be visible.

HOW DO YOU FEEL ABOUT THE ACTIVITY PERIOD? . . .

RANDY

I feel we need it sometime during the day so students can get involved. Out of 1600 students, 500 came to a dance. What about the other 1000? This

period would give us time to let students know what's happening.

SIMON

I think it should exist. The only way is to see that it's done. Demand for it. Some students have to work at night and need to participate during the day. I would go and talk to administration and work out something.

WHO SHOULD CONTROL THE BUDGET? . . .

SUSAN

I think that it should remain under SGA like in the past.

TIM

In the past, the allocations have really been fouled up. Some clubs have asked for as much as \$1200. They don't get it but they ask. As in Congress, some will always ask for more than they need. Only to be sure of getting what they need.

I don't think it's the presidents job. The treasurer is supposed to do that. Just like the business manager on a newspaper isn't supposed to write the stories. More structured administration would give allocations in a different way (now under SGA executive officers).

Take the newspaper for instance, it's under budget control of SGA. How can you write about their shortcomings when you depend on them for budget? It's insane!!!

What happened to the publications board? We talked about it but what happened?

It's going to be tough taking some control away from SGA. What I would like to do is to form the publications board and get it in operation. Then give it veto power over SGA when it comes to budget allocations.

Campaign Promises Who Will Win?

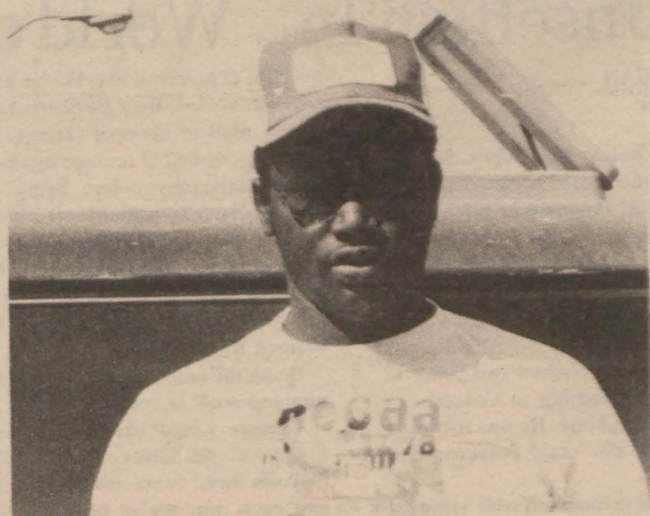
SIMON SPAIN CANDIDATE FOR CAMPUS UNION COORDINATOR . . .

I am Simon Spain, your present Campus Union Coordinator, running for re-election for the school year 1978-79. I have been working in this position during the past year and I have been and helped coordinate lots of things the students wanted and Campus Union has introduced several new programs on campus that have been successful and were received well by our student body. Next year I needed. Having seen the good and the bad, the ups and downs in the area of programming and

planning, I have more experience than any of my opponents. I have spent many hours on and off campus working for and representing Coastal and its students.

RANDY ZILONKA CAMPUS UNION COORDINATOR . . .

Campus Union needs stronger leadership, it needs to be organized in a better manner, it needs to strive to bring out more students to attend many functions. The Campus Union Co-ordinator has a job to accomplish these objectives. I feel I could accomplish this by bringing new ideas and new vigor to the job of Campus Co-ordinator.



SPAIN

Deegan Delivers

Yankees at Coastal?

By MIKE DEEGAN
Sports Editor

The New York Yankees have arrived at Coastal. Not literally, but some analogies can certainly be drawn between the Yankees and Coastal if you've seen the Chanticleers play this season.

After a slow start, the Chants were on an eight game winning streak before losing to Erskine College on Friday, April 7. They defeated the 11th ranked Newberry Indians on the following day and have won 14 of their last 17 ballgames.

Marshall Tesauro and southpaw Tim Horton have become the pitching leaders, and Randy Nimmon's performance has been superb out of the bullpen. No one could ask for any more from a relief pitcher. At midseason of a 46 game schedule, the Chants were 15-8.

Seven of the nine starters were hitting .300 or better. Officially, Steve Billingsley led the "big stick" Chants hitting .375. Charles "Koon" Hendrick was hitting .373, followed by rightfielder Tom Romano hitting .353. Ric Waldt, Coastal's controversial catcher was hitting .301.

Tim Paugh, Keith Holmok and Bob Leib possessed averages of .500, .314, and .302, but did not meet the minimal requirements of having three or more appearances per game or 60 total appearances.

Romano led the Chants in runs batted in with 21. Waldt had 20, followed by Billingsley with 18. The team had an overall batting average of .299.

Billingsley led the Chants in stolen bases stealing 22 in 24 attempts. Romano followed stealing 10 of 11. The Chants attempted 127 steals in their first 23 games, and was successful 110 times.

Steve Smith led the team in the least amount of earned runs given up with an earned run average of 1.85. Horton had a 2.47 ERA and is followed by Nimmons at 2.50.

Romano had six homeruns followed by Hendrick and Waldt each with three. Statistically, the Chants are impressive, but statistics don't reveal the entire picture.

Team dissention, defensive errors, an unlimited degree of arrogance, a controversial catcher, and proverbial coach characterize the Chanticleer baseball team this season.

And there you have it, the good and not-so-good aspects of OUR New York Yankees. Even though the Chants continue to argue among themselves, they haven't lost sight of the playoffs. They are currently number one in the district along with Newberry and Erskine.

Alumni To Face Faculty

Coastal Carolina Alumni-Faculty Softball Game will be held on April 14, 4:00 P.M. at The Coastal Athletic Field. A chicken bog will be served at two intervals; 11:30 A.M. to 2:30 P.M. and from 4:00 to 6:30 P.M.

The proceeds from this chicken bog will go to the Alumni Scholarship Fund.

Tickets for the chicken bog will be available from the Alumni, Jim Eason, Coach Russ Bergman and from the P.E.M. Club on campus at a price of \$2.00 each.

Coach Russ Bergman and Mr. Jim Eason will co-ordinate the faculty team and Terry Brown will coach the Alumni team. Alumni are requested to contact Terry at 449-9008 for further information. This game is open to both women as well as men Alumni and Faculty.

Sun News Sports Editor Willie Binette will handle the umpire duties along with Athletic Director Walt Hambrick of Coastal Carolina College.

Roster for the Alumni and Faculty teams are as follows:
Alumni: Terry Brown, John Singley, Marion Benton, Larry Allen, Skip Opalko, Fred Haithcock, Jerry Benetato, Wayne George, Clark Parker, Bobb Slattey, Bill Darby, Billy Alford, Randy Owens, Tommy Baker, Liston Barfield, Ann Brown, Sandy Williams, Mike Frye, Randy Beverly, Glen Arthur, Tom Davis, John Rhodes, Anna Beth Oliver, Steve Taylor, Bill Hennecey, and Steve Lee.

Faculty: Dr. Robert Squatriglia, Dr. Ballou Skinner, Dr. Sandy Baird, Dr. Paul Stanton, Dr. Carr, Dr. Boyles, Edgar Dyer, Coach Russ Bergman, Professor John Vrooman, Coach Larry Carr, Professor Dan Selwa, Professor Steve Nagle, Johnny Grant, Phillip Massey, Jim Beaty, Professor Jim Eason, Professor Jim Davis, Sam Meade, Dr. Don Millus, Dr. John Farrelly, Professor Tom Cooke, and Tim Touzel.



Shown from left to right, Manuel Jessup, most valuable player, Steve Hardy, highest free throw percentage, Carey Green, most improved player, Jim Cabe, rebounding award, Robert Smith, most valuable player and best defensive player (Photo by Wilfred Binette, courtesy Sun News)

Basketball Teams Are Honored

By MIKE DEEGAN
Sports Editor

A week ago, the Coastal Carolina basketball teams were honored at the Holiday Downtown by radio station WKZQ. Guest speaker for the event was former Wake Forest coach "Bones" McKinney, now a color commentator for ACC basketball.

For the ladies, Pat Clark received the Hustler Award, Pat Springs was named the Most

Improved Player and junior guard Karen Suggert was named the team's Most Valuable Player.

Senior members Cathy Nance and Anne Perritt were awarded plaques.

Five seniors who led Coastal to two consecutive runnerup spots in the NAIA District Six tournament and a 41-19 record in two years were also awarded plaques.

Steve Hardy won the Free Throw Percentage award, Jim

Cabe won the Top Rebounder award, and Carey Green received the Most Improved Player award.

Manuel Jessup and Robert Smith were named co-winners of the Most Valuable Player award, Jessup who led the team in scoring was chosen to the All-District Six team for the second consecutive year.

Smith, who led the team in assists and made the district All-Tournament Team was also named the Best Defensive

Player. Athletic Director Walt Hambrick was also awarded a plaque for his effortless contributions to the basketball program.

Others recognized at the banquet were assistant men's coach Sam Meade, trainer Tom Hunt, managers John Kennedy & Beth Pearson, statisticians Marcia & Clark Parker, Linda Kemp, Melinda Cribb and Mona Wells. Steve Taylor was recognized as Sports Information Director.



Shown from left to right, Pat Clark, hustler award, Karen Suggert, most valuable player and Pat Springs, most improved player. (Photo by Wilfred Binette, courtesy Sun News)

Tesauro Is Unselfish In World of 'Egos'

By MIKE DEEGAN
Sports Editor

A pitcher rarely receives publicity unless he's super like Jim "Catfish" Hunter or gets himself in the record books victimized by Hank Aaron's 715th homerun like Al Downing or pitches the only perfect game in a World Series game like Don Larson.

Coastal's Marshall Tesauro hasn't accomplished any of the above but has drawn some tough assignments and has responded well despite coming off elbow surgery this past summer.

Tesauro hails from Interlaken, N.J. and pitched two years at Brookdale Junior College (N.J.) before coming to Coastal.

"John Vrooman recruited me over the phone. He was the most straightforward and didn't feed me any BS," said Tesauro when asked why he chose Coastal.

Tesauro possesses a 2-1 record so far this season with victories

over ACC power Wake Forest and UNC-Wilmington. His only loss was against Georgia Southern College, a team that's become accustomed to national ratings.

He pitched 82 1/3 innings against three-time NAIA champion, Lewis University before being relieved by Mike Barba, but Tesauro isn't a selfish ball player. He gives credit to others quicker than most athletes are willing to do so.

"I can't say enough about the bullpen, they come in day after day and get the job done. It's a lot easier to pitch when you know guys like Randy Nimmons and Barber are behind you if you happen to get tired.

Being the only senior on the pitching staff, Tesauro said "Our pitching staff is young, but has really matured."

Tesauro would like more than anything else to go to the College World Series at St. Joseph, Missouri. "I've been in the playoffs three years now and each time my team has been first and each time we've been knocked off."

Chants Prepare For Tourney

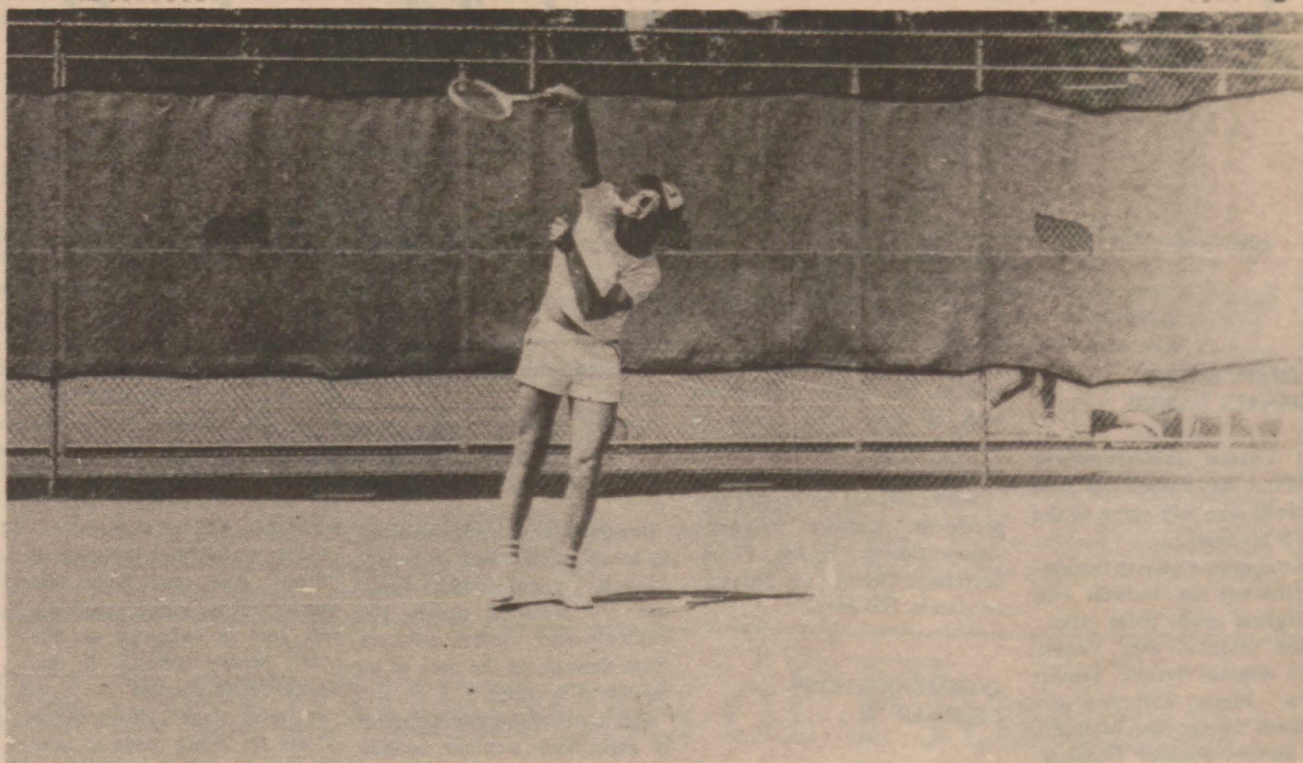
By MIKE DEEGAN
Sports Editor

The Chanticleer men's tennis team is preparing for the District VI tournament to be held at College of Charleston on April 21-23. Overall, the team possesses a 14-8 record. According to Coach Marshal Parker "two of our best wins have come against Francis Marion College 6-3 and 5-4." Playing exceptionally well in those matches were Craig Hawley and "Twig" Chestnut.

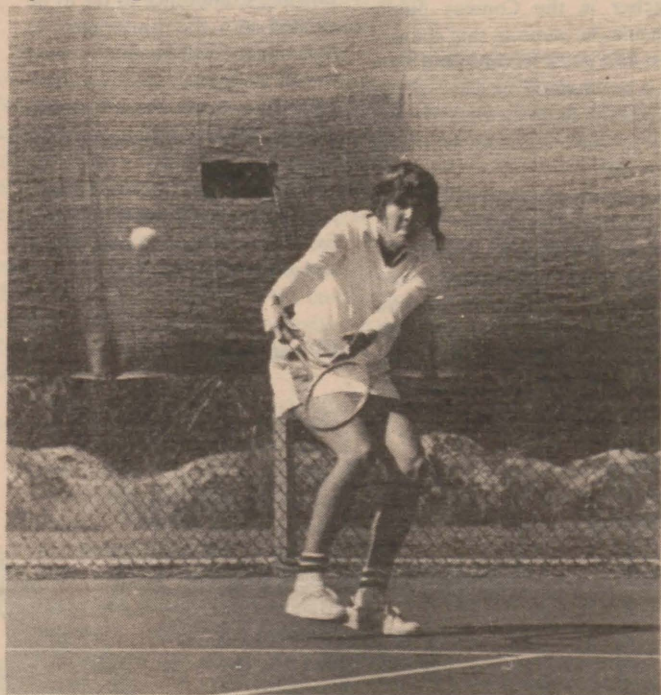
On a recent road trip to Charleston, the team defeated Baptist College 9-0 and lost to

the Citadel 8-1 and the College of Charleston 8-1. On Friday, Apr. 7, the Chants defeated SC State 6-3. Tomorrow, Coastal will host Lander College in what Parker expects to be very close. "Earlier, we beat them 5-4 at Lander and they'll be ready for us." The Chanticleers are presently ranked fourth in district play behind College of Charleston, Presbyterian College and Limestone College.

Chestnut is the team leader winning 75 percent of his matches. He plays the number five position.



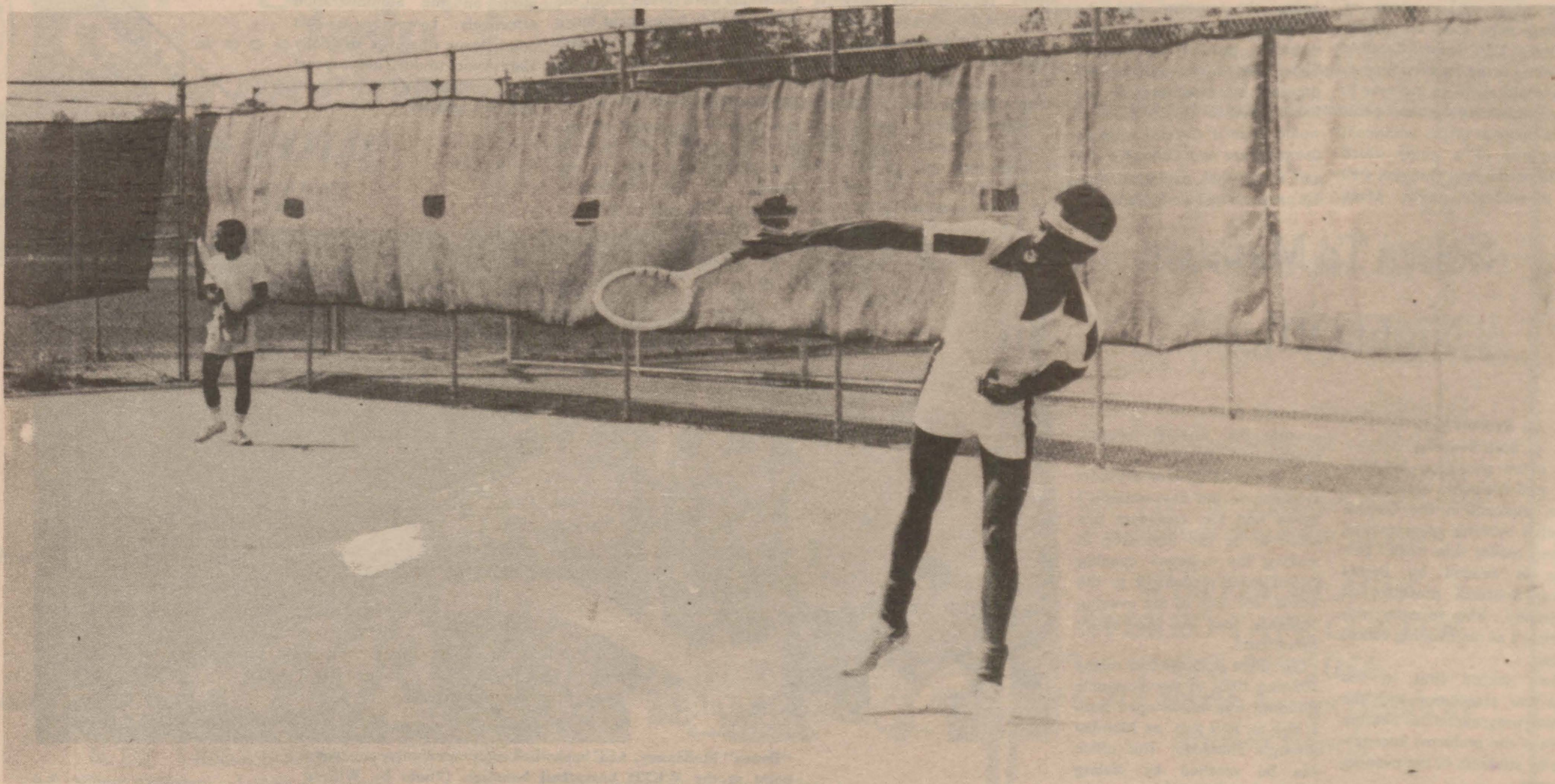
Number one netter Craig Hawley serves. (Staff Photo by Charlie Nofal)



Lady Chant netter Cindy Bass shows determination. (Staff photo by Doug Smith)



Number two netter Keith Skipper displays his serve. (Staff Photo by Charlie Nofal)



An unidentified South Carolina State netter returns a Chanticleer serve. (Staff Photo by Charlie Nofal)

Commencement Marshalls Appointed

Coastal Happenings

COMMENCEMENT MARSHALS NAMED . . .

The Coastal commencement committee has named the 1978 marshalls who will serve at the May 6 graduation.

The committee selects respectively the top ten students with the highest grade point ratio.

Those selected are: Patrice Boyd, Regina Burton, Sandra Sarvis, Susan Talbert, and Elizabeth Young. Also selected: Gus Becker, Samuel Houston, Jack Kensington, Timothy Meacham, and John Thomas.

The graduation exercises will be held in the Williams Brice building at 3 p.m. on Saturday, May 6.

PSI CHI FORMED . . .

Psi Chi National Honorary Society in Psychology formed April 4, 1978 at Coastal Carolina College.

The organization promotes areas of social and behavioral sciences and stresses interaction with people. The society is

open to all psychology majors and to interested non-majors with at least nine hours in psychology and a 2.75 GPR with an overall 3.0 in psychology.

Charter officers for Psi Chi are: president: Linwood Wiggins, vice-president: Hydee Finch, Secretary: Cheryl Cox, Treasurer: Jamie Hardwick.

COMMUNICATIONS SEMINAR '78 . . .

Horry and Georgetown students with a Saturday to invest against a possible lifetime career are invited to participate in Communications Seminar '78 April 29.

The hands-on, all-day workshop sessions are being sponsored for the second year by the Grand Strand Press Association and will be held at The Sun News plant on S.C. 317 between U.S. 501 and 10th Avenue N. at Myrtle Beach.

Speakers will include association members involved in newspapers, magazines, radio and television broadcasting, photography, all phases of advertising sales and promotion

and communications management.

Special speakers will come from the college of Journalism at USC and regional media.

Designed for students involved in school publications or broadcasting, Communications Seminar '77 attracted nearly 100 students and student advisers from throughout the area at its inaugural session.

Highlights of the approximately eight-hour seminar include lunch at an area restaurant and actual production of a tabloid newspaper. A nominal fee will be charged to help offset costs.

For further information, write: Seminar Committee, Grand Strand Press Assoc., P.O. Box 1933, Myrtle Beach, S.C. 29577

SHARKS DONATED . . .

Two quite interesting specimens were recently introduced to the Marine Science aquarium. Jerry Sherron, from Dr. Moore's 102 Biology class, donated to the department a

pair of sharks (spiny dogfish) that are still in the embryonic stage. Dr. Moore stated "the embryos are still connected to the life supporting yolk sac and are about one half the size of what they will be at birth."

Moore stated that the date of "birth" (the time when the sharks will no longer need the yolk sac) is unknown at this point. Moore added, "if this works I'll be amazed".

At this stage all possible efforts are being made to save the pair of defenseless creatures.

WIGHTMAN ELECTED PRESIDENT . . .

Professor Joseph Wightman has received yet another honor. The Coastal Carolina College history professor was elected president of the South Carolina College Historical Association at its meeting April 1st at Wofford College. Wightman's term will be for the 1978-79 academic year.

Professor Wightman is a former president of Erskine College and a member of the

board of the Carolinas British Studies Symposium.

Wightman was born in England, in Piddletrenthide, Dorset, to be exact. He studied at Oxford University. During World War II he served as an officer with the British Army in the North African campaign, helping to chase Rommel's army from Tripoli to Tunis.

Professor Wightman saw additional service in Iceland, Italy and Yugoslavia. After the war, with his wife Elaine, now a teacher in the Conway public schools, he came to this country first as a guest lecturer and then as a permanent member of the Erskine College faculty. He and Elaine both became American citizens.

In addition to his membership in historical societies, Wightman is an avid golfer. His most recent article, "Watching the Masters," appeared in the March-April issue of ON THE GREEN magazine. This past weekend the Wightman attended the Masters tournament in Augusta.

Wightman lives at Quail Creek from which he bicycles to class every day.

He attended the recent meeting of the S.C. Historical association with two fellow faculty members, Professors James Branham and James Farsolas.

COASTAL CAROLINA BOWLING CLUB . . .

The president of Coastal Carolinas bowling team, Dave Lloyd, is going to Atlanta April 21 to the Southern Intercollegiate Bowling Conference to try to be elected into the conference so that Coastal will be able to bowl in intercollegiate tournaments.

The club meets every Tuesday at the Myrtle Beach bowling lanes.

Officers are: Dave Lloyd; president, vice president; Norm Evans, secretary; Aaron Shirk and treasurer; Donna Edge.

AID NEEDED . . .

Coastal Council for Internationals will have 6-8 scholarship recipient in the fall. They are: Santi Timongkonkul (Thailand), Mark Kwayisi (Ghana), Corine de Ruiter (Holland), Hoffman Ayodo (Kenya), Francis Goh (Malaysia) Eva-Lotta Nolcrantz (Sweden), Possibly Sylvester Kool (Holland) and Marco Bijil (Holland).

If you would like to help, clip the coupon on page 12

Faculty Senate

Plus System May Be Implemented

By CINDY PRINCE
Staff Reporter

The plus (+) system of grading may soon be implemented at USC Coastal Carolina according to the Faculty-Senate. This would mean an increase in many students grade point ratios because of the additional five-tenths of a point which would accompany the plus (+) on a students grade. Many

colleges and universities across South Carolina are already using the system and the adoption of this at Coastal would equalize grades state-wide. There was some concern expressed by members of the Faculty-Senate that a problem would arise if Coastal adopted the program and Columbia did not. It was then explained that the proposal had a stipulation in

it stating that Coastal would adopt the system only if Columbia did. This joint acceptance would minimize changes in paperwork between the two campuses. The proposal was accepted by the Faculty Senate.

In other business, the Faculty Senate discussed the possibility of increasing the number of credits allowed for CEDL 220-Writing of Publications

from four to eight. Some questions were raised about the editor already being paid but it was explained that the increase in credits allowed was for any student wishing to remain on the newspaper staff. Dr. Singleton said, "As head of the administration, I feel that the newspaper has come so far through Dr. Sally Hare and various editors and has advanced

to the point where it can jump on the administration effectively. I would, at this point, favor whatever Dr. Sally Hare wants to do. The proposal was then voted on by the Senate and was passed.

Selwa To Manage Night Office

By ROD LEE
Staff Reporter

An office providing information and academic services of those students in the Coastal Carolina evening program was opened earlier this week. This office is headed by Daniel Selwa, assistant professor of geography, who recently was appointed as the evening school advisor.

Selwa stated that in his eight-year association with the evening program he has become aware of the problems encountered by students in the evening program.

"This office will be open to

provide the Coastal evening student with the same information and benefits that are now available to the day student." Selwa said Mr. considers this office to be the first step in making the colleges evening school more responsive to the needs, not only of the evening students, but to the entire community.

The office is located in rooms 102 and 102A of the Academic Building and will be open from 5:30 p.m. to 9 p.m. on Monday through Thursday. The office can be reached by dialing 347-3167 or 448-8410.



"Bones" McKinney, ACC basketball color coordinator stresses a point at the WKZQ basketball banquet. (Photo by Wilfred Binette, courtesy Sun News)

Classified Ads
Bring Results

Politicians Censor ETV Programs

By BUZ MARTIN
Staff Reporter

A few weeks ago, South Carolina ETV took a giant leap backwards. Its administrators allowed a handful of politicians to intimidate them into rescheduling Masterpiece Theatre at a late hour so that children cannot watch it. The reason? Installment 12 of "I, Claudius" contained . . . are you ready for this? . . . a 16-second shot of a bare-breasted woman. Horrors!

Now, I have a strong suspicion that the real reason these crackers are so upset by such sights is that they might just tend to make ETV popular with young folk. If that happened, they might just learn something, in which case they might become too intelligent to vote for such small-minded bozos when they come of age. If this is not the case, then we must conclude that these people are indeed as unenlightened as Casaba mellons, and that they really do believe that children will be corrupted by the sight of a womans mammaries.

Stop me if you've heard this one before, but . . . why is it that these yahoos never complain about the tripe on commercial TV? Why don't they fly into moralistic rages over the heavy body count on the front lines of prime time? Why are their priorities so warped?

Why, for pitty sake, did the ETV honchos knuckle under to these people? In case you think I'm being unnecessarily harsh on them, I'd like to point out that one of the complaining politicians saw only one episode of the series, while the other as we say in the country, ain't seen nary a one. Yet they have the nerve to inflict their standards on the rest of the state.

Thanks to these brilliant fellows, and the jellyfish who run ETV, S.C.'s younger people will not have the opportunity to see the excellent dramatizations of outstanding literary works which comprise "Masterpiece Theatre". (If they really cared about

kids, they'd try to do something about that silly sap, Mister Rogers . . . Talk about offensive!)

Each of us tax-paying South Carolina citizens owns a piece of the state's public television. We also pay the politician's salary. We really should tell these people off a little more often, to keep them in line.

Next issue's column will be a little longer and a lot mellower (but not without a bit of a bite to it). It will consist of a wholly fictitious list of TV programs. The kind of stuff I'd like to see on the tube. The video fantasies of an over-thirty space pirate. Don't miss it if you can.

Sabin Stresses Seriousness of Fluenza

By ROBERT GOOTMAN
Staff Reporter

Dr. Albert Sabin, eminent medical researcher and inventor of the oral polio vaccine, spoke to a full house of the students and faculty at Coastal Carolina College on Wednesday, March 22. Speaking on the subject of influenza organisms and the diseases of "flu", Dr. Sabin made a number of points concerning the difficulty of diagnosing the flu organism and the concomitant problems of scientific research in the area.

Flu epidemics occur about every 2 years and in the past have been at times extremely virulent. "Flu is important because of the death toll and because of the cost in time loss from those who are ill," Sabin said "more people died in the great epidemic during World War I than died from the war. That makes it serious."

"The flu organism, Sabin clarified, is really a class of virus

which change frequently and rapidly." He also stated that there were a number of symptoms of respiratory distress which were generally known as flu even though fewer than 1/3 of the cases of respiratory illnesses were actually caused by one or another of the influenza viruses.

In discussing the difficulty of pursuing research in the epidemiology of flu, Dr. Sabin pointed out that the viruses had to be grown repeatedly in the lab before a "good crop" could be produced. "They don't naturally grow in eggs, they seem to have to adjust to this environment." The problem with inoculation programs is that only after a strain infects humans can it be grown in the laboratory. "We then simply have to wait until it appears again before inoculations are effective," Sabin maintained.

"Unlike most medical researchers," Dr. Sabin stated, "I don't

speak of "flu like" diseases. All of the illnesses which are bed disabling and which involve the syndrome or group of syndromes associated with the flu, I call the flu." Sabin pointed out that this was particularly important to medical science and to individuals because inoculation programs only produce immunity to influenza virus caused "flu". He repeatedly referred to the year 1976 as the year of the "swine flu fiasco", and stated that even if the years 1976 has proven to be an epidemic year the inoculation program would have had little over-all effect.

Quoting statistics from the communicable disease center, and from studies by the census bureau, Sabin stated that millions of people were stricken annually with diseases which manifested the symptoms of respiratory inflammation and coughing that are associated with the flu illness.

Nader To Speak At USC April 20

RALPH NADER IN COLUMBIA
APRIL 17-21 . . .

Consumer advocate Ralph Nader is among keynote speakers scheduled to address a health enrichment conference at USC April 17-21.

Nader will join Dr. JoAnn Farr, a Kinsey Institute sexologist speaking on sexual health, Dr. George Sheehan, editor of

"Runner's World," and Dr. Don Ardell, a professor at Golden Gate University speaking on high level fitness, in the week-long program designed to enhance personal health.

Nader will address the conference on environmental health.

The conference is open to health professionals, students and the public from throughout the state. Admission is free.

In addition to daily seminars, the conference will feature paid

professional workshops conducted by Dr. Ardell on "High Level Fitness" and by Dr. Farr on "Sexuality and the Health Provider."

The conference schedule includes: Monday (April 17), "High Level Wellness," Dr. Don Ardell; Tuesday (April 18), "Sexual Health," Dr. JoAnn Farr; Wednesday (April 19), "Environmental Health," Ralph Nader; Thursday (April 20), "Self Help and Health,"

Dr. George Sheehan; and Friday (April 21), "Fair-Health Expo '78".

All of the evening presentations will be in the Russell House Ballroom at 8 p.m. except Nader, who will appear in Carolina Coliseum. Daily seminars at the Russell House Ballroom will be every hour from 1 to 4 pm.

For information, contact Marybeth Love, 777-4172.

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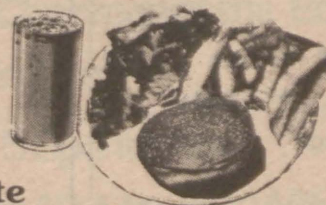
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Fun And Food

Is It Really Better In The Bahamas?

By **CHERRY DIX**
Staff Reporter

If you are an observant person who reads messages on t-shirts, you have probably noticed this one: It's Better in the Bahamas. You'll see them in a variety of colors, on both sexes, and it's just possible you might see one in a language other than English. The student wearing this shirt is just one of 27 who journeyed to Nassau, Bahamas during spring break.

The group left Thursday, Mar. 23, from Coastal Carolina in four cars and a van. They drove all night until they reached Port Everglades in Fort Lauderdale, Florida where the Italian ship, the Leonardo Da Vince was docked. The students were not allowed to board until mid-afternoon, so it was "do your own thing" until then.

The ship pulled out at 5 p.m. Friday for destination Nassau. First on the agenda was a lesson in life jackets and suggestions on what to do while in Nassau. After the meeting, everyone began to dress for dinner, the initial meal on the ship.

The first incident the passengers experienced was the blowing out of lights in their bathrooms. The students anxious to dry their hair for dinner had used the socket labeled: ELECTRIC RAZORS ONLY. (The cabins were only equipped to supply electricity for electric razors, nothing more. Hair dryers and other appliances had to be used only in a special hair drying room on the upper deck.) Needless to say, the stewards spent the next few minutes repairing the lights. Many students who obviously didn't know the "wet head is dead," arrived in the dining room with a somewhat damp hairdo.

The ship docked in Nassau Saturday morning, and the students disembarked to tour the island. There was a variety of things to do. The students could go to Love Beach or Paradise Island, ride the glass bottom boat, or go on any other available tour, including their own. Some students went to Paradise Island, but the island left its mark on some of the unfortunate.

A number of students went snorkeling. For anyone who has never tried snorkeling, it is an even you must experience. It is really challenging trying to breathe through a snorkel for the first time. Seeing the beautiful ocean floor and swimming along with the fish is really amazing. What weren't so nice were the eels and sea urchins which a few certain girls will vouch for. Unfortunately, a couple of the girls almost left the sea urchins spineless.

There were many straw markets and shops along the streets of Nassau. Almost all of

the Coastal students bought straw hats, and some even bought other straw products, such as dolls and pocketbooks.

Saturday night after the captain's formal dinner, most of the students went to the casino show. One girl won over \$25.00 on the slot machines in the casino room before the show. It's no wonder there is need for gambler's anonymous — gambling is really fun when you are winning.

One party from Coastal rented a taxi Sunday morning and toured the island. They came back to the ship with a few coconuts which one of the Bahamian boys had scurried up a coconut tree to obtain for them.

Sunday night the "Leonardo Da Vinci" set sail for Ford Lauderdale. (It was the first Easter some of the students had ever spent away from home.)

Discos and live bands entertained the passengers each night on board. Food, Italian style, was very tasteful and abundant many times during the day.

Very few were unlucky enough to become seasick. All passengers disembarked Monday morning at Port Everglades. Then the drive back home began, but, the vacation was not at an end yet. The students spent Monday night at a Holiday Inn about 70 miles from Disneyworld.

Tuesday morning they drove to Disneyworld and spent the day. They had survived the triangle to experience Mr. Toad's Wild Ride, the Haunted Mansion, a

Mission to Mars, Space Mountain, and more. That night there were fireworks and a magnificently beautiful electrical light parade. The long drive back to Horry County began after a long, enjoyable day at Disneyworld.

The Coastal students had many experiences which will go unmentioned here because of time and space. I'm sure after reading this paper many memories will come to mind to the students who went on the cruise.

The next time you see a student wearing one of those t-shirts, why not ask him or her if it really is better in the Bahamas? You might be glad you did! Each student, I'm sure, has a story of his or her own to tell. One young lady even received an engagement ring! How's that for a Devil's Triangle curse?

The Car System

By **KAREN GENEY**
Staff Reporter

"In a C.A.R. (Computer Assisted Registration) system, students have all the advantages. It would be foolish for them not to participate," according to Marsh Myers, admissions director.

Last fall, when the system was first being implemented for this semester, there were quite a few administrative problems. Myers feels now that most of these have been worked out.

He stresses the fact that anyone can participate in C.A.R. For those students who anticipate financial aid, there is a card in the packet to be sent to the financial aid director. If the aid comes through, the school will be paid directly with any refund going to the student.

Students will receive their schedules before the end of this semester, enabling them to make any corrections before school is out for the summer and while they are still on campus.

The C.A.R. system is being tried out at Coastal as a model for the regional campuses away from Columbia. It is definitely more work and more expense for the administration and no work for the students. It does need a high participation rate to be successful though.

Harvey Calls For Price Tag

POLITICAL PULSE

Lieutenant Governor Brantley Harvey has called for the General Assembly to pass legislation requiring a price tag be placed on each bill it considers. Harvey is a Democratic candidate for Governor.

"As your Lieutenant Governor, I have pushed for the Legislature to take action which will make State Government more accountable to the people. One way to do this is to require a price tag be placed on each piece of legislation considered by the General Assembly," Harvey says.

This idea was originally proposed by Harvey in the legislative package he presented to the General Assembly in 1976. Many of those proposals were passed during the 1977 Session.

"Passage of this measure would help the people of our state know what the immediate and long term cost of new state government programs will be," Harvey says.

Calling on State Government to do everything within its power to aid the people in the fight against inflation and the rising cost of living, Harvey said, "We must control the cost of government if we are going to avoid tax increases."

Spring Formal To Be April 27

By **GRADY RICHARDSON**
Staff Reporter

Coastal's Spring Formal will be held April 27 starting at 8 p.m. at the Myrtle Beach Convention Center.

The group that will perform is the Ever Loving Soul. The back-up band is Midnight Blues.

Ever Loving Soul has performed with such groups as The

Manhattans, New Birth, The Chi-Lites, Soul Children.

Simon Spain, campus union coordinator said that he tried to book the spring formal at the Landmark but it was booked solid.

Coastal sponsors are hoping for a record crowd this year. Advance tickets will be \$3 single or \$5 couple. At the door, single will cost \$4, couples will be \$6.

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- June 19 - July 1 Chairman of the Board
- July 3 - July 22 Embers
- July 24 - August 5 Spontanes
- August 7 - August 19 Maurice Williams and the Zodiacs
- August 21 - September 2 Embers

Excavations Underway Near Coastal

By EMILY DURANT

Staff Reporter

Coastal's anthropology department recently began excavating at a new site, known as Mossy Ridge, just east of the steam generating plant on Highway 501, near Conway.

"Mossy Ridge is a high sand hill surrounded by swamp," said Dr. Reinhold Englemayer, associate professor of anthropology at Coastal. "People had told me about finding arrowheads and decorated Indian pottery there. After examining the site, we decided it would be a good place to excavate. Of course, arrangements had to be made with the steam generating plant."

"It has been very encouraging for we have already found many Indian artifacts, such as projectile points and pottery with various decorations. Some of the pottery is stamped with wooded paddles. Other pieces have fabric, corn cob or cord markings," added Englemayer.

"The pottery is prehistoric and identified as belonging to the Wilmington Complex, Early Woodland Culture. The reason we call the pottery prehistoric is because it was made from about 200 A.D. until 1000 A.D. This American Indian culture was not recorded until about 1500 A.D.," said Englemayer.

Englemayer seemed quite pleased with the progress being made at the site and the artifacts that have been excavated and said that he would present a paper before the Archeological Society of South Carolina, on April 15. One portion of the paper will concern the site at Mossy Ridge.

Location Was A Problem

By CHUCK BATSON
Staff Reporter

"Standing on shaking ground" — that's where the spring formal stood until recently. Coastal nearly failed to have this annual event due to a lack of available facilities. Al Poston, student activities director, stated that the problems were: hotels asking high rental, facilities too small to accommodate the projected turnout and also prior bookings of conventions.

Through all these obstacles, the Campus Union preserved and finally secured the Myrtle Beach Convention Center for Thursday, April 27.

Advance tickets will be \$3 for singles and \$5 for couples and \$4 and \$6 respectively at the door. An open bar will be provided.

The band will be the Midnight Blue Revue featuring loving Soul Trio.

The trials and tribulations of securing a suitable location have been awesome but Coastal will have its spring formal according to sponsors.



Coastal students work at excavation site on a recent Saturday morning. (Photo courtesy, Dr. Englemayer)

Effective English

Offered In May

Effective English (CEDC 485), offered both in the Maymester and Summer Session II, will emphasize the preparation of Business Communications using a problem solving approach. The course will include business letter writing, a review of punctuation usage, preparation of inter-office memorandums, administration and public relations communications, resume' preparation, and an introduction to business report writing. Students will have the opportunity to prepare their own personal data sheet or resume' and become aware of the skills involved in effectively approaching the job market using their written communications ability.

Also to be included in the course will be an individual research project relating to the common communication media used by local business and industrial concerns in this area. By becoming familiar with the communication media used in the various businesses and industries, students will be able to evaluate, through first-hand experience, the important role written communications plays in the business world.

The course will be taught by Elizabeth Overton, a new faculty member at Coastal. Ms. Overton has worked with business and industry and has developed materials in the area of business communications for private business concerns. She is completing her doctoral degree at The University of Tennessee in Vocational-Technical Education.

For further information about the course, Ms. Overton can be contacted by calling Extension 186.

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Looking At Coastal News

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APO SPRING BANQUET APRIL 20

Alpha Phi Omega spring banquet will be held April 20 at 7 P.M. at The Western Steer in Myrtle Beach. Members and their guests are invited.

APPLICATIONS BEING TAKEN . . .

Applications for artists to enter the Sixth Annual Murrells Inlet Outdoor Arts and Crafts Festival April 28-30 at Huntington Beach will be accepted through April 20.

Persons entering for the purpose of selling their work and to compete for monetary awards and ribbons in the fine arts should write Marie Johnson, Box 231, Murrells Inlet for additional information.

BLOOD DRIVE TO BE HELD APRIL 17

Alpha Phi Omega fraternity will sponsor a blood drive April 17 from 9 A.M. until 2 P.M. in the lecture hall. Everyone is urged to participate.

MURRELLS INLET OUTDOORS ARTS & CRAFTS FESTIVAL . .

Applications for artists to enter the 6th Annual Murrells Inlet Outdoor Arts & Crafts Festival to be held April 28, 29 & 30 at Huntington Beach, Murrells Inlet, S.C. are being accepted thru April 20th. Those wishing to enter for the purpose of selling their work and to compete for monetary awards and ribbons in the FINE ARTS: Painting, Watercolors, Sculpture, Crafts & Photography are asked to write, Marie Johnson, Box 231 Murrells Inlet, S.C. or call Area Code 803-651-7555 for particulars.

NOTICE TO STUDENTS, FACULTY AND STAFF

Dr. George Curry, executive assistant to USC President James B. Holderman will be at Coastal April 27th to present a program entitled "Dickens Show". Dr. Curry will be reading works by Charles Dickens at 2:30 p.m. in the Lecture Hall.

There is no admission charge. Faculty, students and staff are urged to attend.

ATTENTION!!

The Coastal Business Club will hold their awards banquet April 28. Contact Will Garland for additional information.

COASTAL NEWS

The Business Club is offering a \$150.00 academic scholarship. Two will be given each semester. For information contact Will Garland at ext. 157.

Euchler Memorial Service To Be April 15

EUCHLER MEMORIAL APRIL 15 . . .

Eddie Euchler memorial ceremony will be held April 15 at noon during the Coastal Carolina College-Erskine baseball game. The Euchler family will be present for the memorial service.

Students and faculty are urged to join with the Euchler family and teammates of his at this time.

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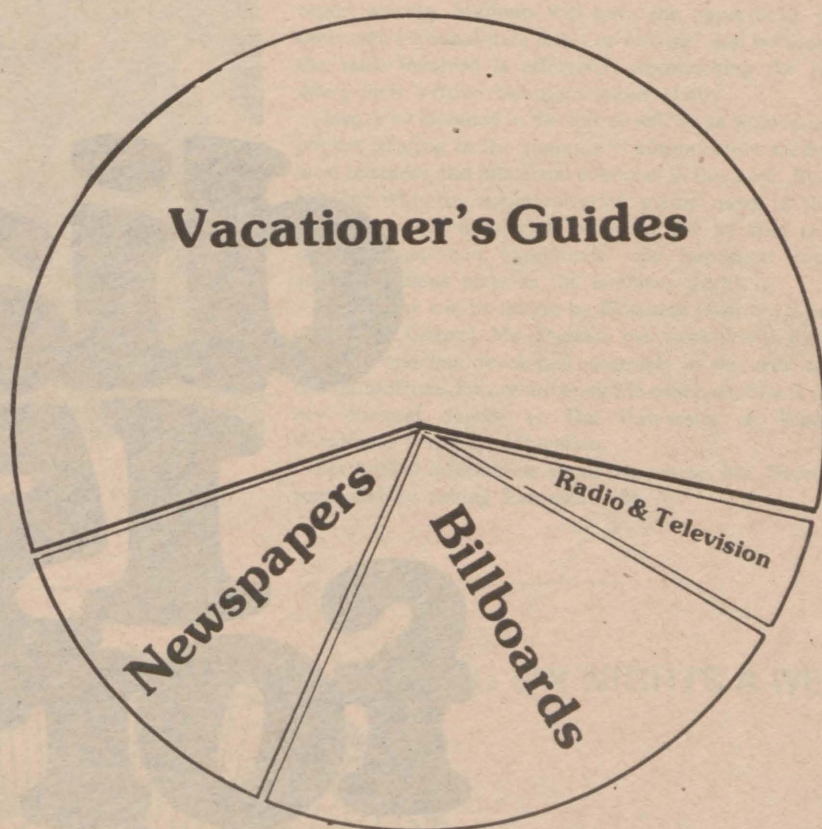
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When the prestigious marketing firm of Lyles, Bissett, Carlisle & Wolff was hired by the city of Myrtle Beach to survey the Myrtle Beach area and asked this question, "Which sources of information are most useful to you in choosing a place of lodging, shopping, dining or amusement while visiting Myrtle Beach?"

-- a great many of the tourists responded that they depended on paid media sources of information. The most important paid media sources of information, in order of preference were:

Vacationer's Guide	56.1%
Billboards	17.4%
Newspapers	16.6%
Radio & Television	9.9%

".....it is clearly obvious that the great majority of tourists in the 1977 survey considered vacationers guides such as COAST Magazine to be more informative than all of the other paid media sources combined." LBC&W Consultants.

coast

The Vacationer's Guide--
the news and information media for vacationers.

To get your share of the \$825 million vacation market, call our marketing and advertising department today--449-7121 449-5415 449-3076